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THE EU COHESION POLICY AND HEALTHY NATIONAL DEVELOPMENT: MANAGEMENT AND PROMOTION IN UKRAINE

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The monograph focused on the specifics of the principles of the EU Cohesion Policy implementation. The authors conducted an analysis of the economic, ecological and social aspects of the integration of the EU experience into the state policy of Ukraine. The monograph summarizes approaches to the restoration of the country and healthy development. Particular attention is paid to the issues of health care system management, the trends and prospects of achieving the state of resilience of the medical and social provision system of the population in the context of the impact of COVID-19 on the national economy. The experience of using marketing and innovative technologies in the context of healthy national development is summarized.

The monograph is generally intended for government officials, entrepreneurs, researchers, graduate students, students of economic, medical, and other specialties.

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kidneys morpho-functional state changes. And this in future will lead to development of various kidney pathologies. In order to prevent the development of kidney pathology in children, to carry out in-time diagnostic and treatment measures, an urgent question today is understanding of key pathophysiological mechanisms of influence of various negative factors during the intrauterine period when nephrogenesis occurs.

4.8. The impact of COVID-19 on the national economy: trends and prospects for achieving the state of resilience of the medical and social welfare system of the population³

The outbreak of the new virus occurred in December 2019 in China, from where it began to spread to all continents. On March 11, 2020, WHO stated that COVID-19 as a global pandemic. It changed the socioeconomic development of the world's countries, the medical and social welfare of the population, economic, institutional-political, financial-budgetary and education. Due to quarantine restrictions and lockdowns, the economic growth of most countries has slowed down significantly.

Many pharmaceutical campaigns changed their vector of development in the direction of inventing an effective vaccine that would avoid catastrophic economic and social consequences. For example, China's economic growth slowed to 4.5% in the first quarter of 2020, down from 6% in the fourth quarter of 2019. Stock market indices fell in America, Europe and the countries of the Asia-Pacific region. Oil prices fell significantly, which was due to a reduction in demand for it, in particular from China, as one of the main importers. A slowdown in the development of the metal market was observed: in mid-January 2020, it "slugged" by 7.1%. The copper index fell by 10.4%, nickel by 8.7%, tin by 8.2%, zinc by 7.3%, lead by 4.6%, and aluminum by 3.5%. A shortage of products and components from China, the basis for the production of complete products of foreign companies, began to be felt. The revenues of

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the world's airlines and sea transport decreased significantly. Thus, in the first quarter of 2020, global revenues of the aviation industry fell by more than 4 billion dollars due to a reduction in passenger traffic. Sea transport faced the need to increase freight rates. The state of tourism deteriorated. At the same time, it is worth noting the growth of more than 150 billion dollars in profit in the global industry of game, educational and other online applications. Investors were looking for less risky assets such as government securities and gold has increased. Among the positive changes, was a decrease in nitrogen dioxide emissions by more than 36% compared to the previous analyzed periods until 2020 (Dolbneva, 2020).

As for Ukraine, on March 3, 2020, the first sick person was found there. The beginning of the pandemic coincided with a political crisis due to political confrontations surrounding the change of the government of Oleksii Honcharuk and the appointment of a new one – Denys Shmyhal. The fight against the pandemic in Ukraine took place in conditions of rapid adaptation to the threat of the coronavirus. To prevent the spread of COVID-19, the Verkhovna Rada of Ukraine, during an extraordinary meeting on March 17, 2020, adopted Law of Ukraine No. 530-IX "On Amendments to Certain Legislative Acts of Ukraine, Aimed at Preventing the Occurrence and Spread of the Coronavirus Disease (COVID-19)." The new law provides for many changes to many legislative acts: to the Code of Ukraine on Administrative Offenses, the Criminal Code of Ukraine, the Tax Code of Ukraine, the Customs Code of Ukraine, the Labor Code of Ukraine, the laws of Ukraine "On Chambers of Commerce and Industry in Ukraine", "On public procurement", "On the State Budget of Ukraine for 2020", "On holidays", "On prevention of corruption".

The national economy was critically affected during the pandemic because business was practically stopped. The population of Ukraine experienced a significant decrease in living standards and incomes. The most important problem of the country's citizens remains poverty, which became even more noticeable during the pandemic because during the crisis the amount of work and the payment for it decreased. Many firms have laid off workers and cut wages. The coronavirus pandemic affected global political processes. The confrontation between the USA and China intensified, and the tension between the USA and the EU, the European Union and Russian Federation intensified.

Ukraine forcibly took a step towards the development of online education in 2020. Most of the educational programs of secondary schools and institutions of higher education have gone online, except for

kindergartens. Ukraine has adapted to distance learning. An online television school was also launched.

List of steps regarding social security of the population of Ukraine in the conditions of the coronavirus pandemic.

- Decree of the President of Ukraine dated January 29, 2021 "On some measures to ensure citizens' right to quality and safe social services";
- Resolution of the Cabinet of Ministers of Ukraine "Issue of providing compensation to certain categories of electricity consumers";
- Resolution of the Cabinet of Ministers of Ukraine "On Amendments to the Procedure for Using Financial Assistance by the Social Insurance Fund of Ukraine for Insurance Payments in the Event of Illness or Death of Medical Workers Due to Infection with the Acute Respiratory Disease COVID-19 Caused by the SARS-CoV-2 Coronavirus";
- Resolution of the Cabinet of Ministers of Ukraine "On the Register of Providers and Recipients of Social Services", etc.

Table 4.9 shows the situation in the medical and social security of the population of Ukraine as of mid-April 2020. According to the results of the authors' research, the main challenges faced by the national economy in 2020-2021 were:

- unemployment growth;
- partial or part-time employment;
- sending employees on unpaid vacations;
- loss of income, shadow employment;
- labor migration;
- increasing negative trends regarding the differentiation and inequality of the population;
- a drop in the social status of the population;
- a drop in consumer demand;
- an increase in arrears for payments on loans;
- communal services;
- social isolation, etc.

The main directions of mobilizing resources to counter pandemic challenges in the national economy: stimulation of the economy and employment (crediting and financial support of certain sectors of the economy); support for enterprises, preservation of jobs and incomes (provision of benefits for enterprises, subsidies, as well as the introduction of measures to preserve employment, in particular, the spread of forms of non-standard employment); strengthening measures to protect workers at

the workplace (implementation of anti-epidemiological measures, changes in the organization of work (proliferation of forms of remote employment)) (Otsinka sotsialno-ekonomichnoho, 2023).

Table 4.9 – Indicators of the system of medical and social security of Ukraine (built by the authors according to the data (Coronavirus in Ukraine, 2023))

Region	The number of people infected with COVID-19	Number of deaths from COVID-19	Population, thousands of people	Number of the population aged 0-15, thousands of people	Number of the population aged 15-64, thousands of people	Number of the population aged 64+, thousands of people	Number of population calculated per hospital bed
Vynnytsia	2,698	50	1,540.3	25,7291	1,037,425	273,339	145.0
Volyn	3,735	84	1,030.4	21,6376	693,743	134,162	142.7
Dnipropetrovsk	1,394	27	3,166.4	527,300	2,161,187	543,493	114.2
Donetsk	865	12	4,121.9	530,439	2,790,401	864,612	n.d.
Zhytomyr	1,807	37	1,204.4	215,456	816,985	200,651	145.8
Zakarpattia	5,078	183	1,252.8	264,644	855,614	148,023	147.5
Zaporizhzhia	779	21	1,681.2	265,417	1,153,683	300,821	119.6
Ivano-Frankivsk	4,446	136	1,365.7	249,207	941,447	193,791	130.4
Kyiv	3,672	62	1,782.1	316,904	1,191,765	269,094	138.0
Kirovohrad	702	35	929.1	151,139	626,170	170,456	117.7
Luhansk	122	1	2,131.6	248,609	1,459,715	455,569	n.d.
Lviv	9,379	255	2,507.5	437,329	1,722,367	368,536	120.5
Mykolaiv	578	14	1,116.5	187,156	768,602	185,419	141.7
Odesa	3,150	44	2,374.4	426,166	1,595,555	369,700	128.4
Poltava	431	15	1,382.4	210,849	946,452	247,157	126.3
Rivne	5,942	93	1,151.6	251,849	774,595	143,317	135.4
Sumy	484	8	1,063.9	152,373	740,350	195,304	122.0
Ternopil	2,922	39	1,036.3	176,285	714,801	161,683	120.2
Kharkiv	3,626	127	2,651.3	389,629	1,842,685	448,909	119.4
Kherson	224	3	1,024.5	177,847	702,809	165,656	130.9
Khmelnyskyi	1,109	24	1,251.5	212,553	845,820	215,196	127.0
Cherkasy	919	37	1,187.9	179,216	809,337	224,563	123.9
Chernihiv	789	18	987.1	165,693	616,398	128197	136.6
Chernivtsi	5,812	216	900.2	144,582	665,917	195,239	107.2
Kyiv	8,131	132	2,965.5	508,450	1,994,211	431,664	98.3

Typical measures to combat the spread of COVID-19 in society include: developing and distributing among the population reminders about the dangers and ways to prevent the disease and its complications; introducing remote forms of customer service in the public and corporate sectors (Kostrysia & Burlai, 2021).

Generalized world experience in combating the pandemic to the level of negative economic consequences made it possible to form the main strategic vectors of state policy to minimize risks and dangers in the field of the national economy in the context of the COVID-19 pandemic (Novikova, & Pankova; Vasilyeva et al., 2020):

- overcoming the high level of poverty in the country and its growth trends caused by the economic crisis and the negative impact of the coronavirus pandemic;

- preventing the growth of crime, processes of demoralization of the population, and cases of demented behavior;

- overcoming risks to public health, increasing the efficiency of the system of medical and social welfare of the population, educational work on the importance of implementing preventive measures and complying with quarantine requirements in pandemic conditions;

- raising the general level of society's safety culture;

- creation of a unified information space for security agencies and services and management of life activities of cities and regions with the implementation of projects "Safe territory in the conditions of countering the COVID-19 pandemic";

- establishment of targeted responsibility of state and regional authorities for failing to respond to risks and dangers caused by the coronavirus pandemic;

- orientation of state policy to create a system of measures to motivate business representatives to invest in projects in the scientific and medical sphere to overcome the COVID-19 pandemic and its negative consequences;

- provision of rehabilitation conditions for persons with severe consequences for life and health due to the incidence of coronavirus;

- creation of a system of social and communication interaction between medical institutions (doctors) and citizens regarding the needs for the provision and involvement of medical services, overcoming the obstacles of the incompatibility of the health care system with the load of patients in the conditions of a pandemic;

- introduction of insurance medicine aimed at taking into account the specifics of the incidence of COVID-19;
- development of evaluation methodology and forecasts of the impact of digitalization of the economy on the sphere of work, as well as forecasts of prospective labor force balances for the basic sectors of the economy, taking into account digital transformations in the conditions of the pandemic;
- forming in the public consciousness the norms and values of the culture of safe life activities, behavioral models of self-preservation in the conditions of epidemiological threats;
- formation of healthy lifestyle skills, self-preservation, endurance, ability to act in conditions of significant moral, physical, and mental stress, quarantine restrictions, and increasing the body's resistance to the influence of stress factors.

4.9. Prospects for the implementation of investment projects in the field of health care in Ukraine

Foreign investments play an important role in the development of the national economy of any country in the world, Ukraine in this case is no exception. With the development of transnational corporations, society pays more and more attention to the issue of their placement and development in the modern economy.

The expediency of sectoral and territorial placement increasingly affects the increase in economic activity of the population, the creation of new jobs, and sometimes entire production branches of the national economy, which ultimately determines the structure of the state's economy and shapes its policy.

Attracting funds from foreign investors contributes to the activation of the investment process, the introduction of new technologies, the use of advanced foreign experience, the development of small and medium-sized businesses, and the growth of investment potential.

In Ukraine, the investment placement process takes place with the participation of the state, which has investment legislation that is adapted to EU norms and 50 international agreements, the subject of which is the protection and promotion of investments.

Foreign direct investments in the economy of Ukraine over the past 20 years have been quite uneven (Fig. 4.20) (National Bank of Ukraine, 539